

Awareness-Raising meeting on 8th Sept 2009

Key Points and Action

Present: Maggie, Wendy, Penny (Vanessa joined later)

1) Awareness-Raising Objectives

Our objective is to raise the base-line of awareness on the Black Isle about the peak oil and climate change. This will lead to:

- More active members to assist us in projects and organisation
- More supporters who are sympathetic to tbi and likely to endorse our work
- More individuals likely to take positive steps to reduce their carbon emissions

2) Events

Funding Strategy

Assuming we are successful in getting CCF funds, we will not be able to commit to any spend before approval, probably around 1st Nov.

However, while we have momentum, we REALLY want to get on with our programme of film nights – so we devised the following idea.

We will go ahead with organising all our pre Christmas events, starting in October as previously planned. We will prepare the various fliers for the October films using Wendy's graphics skills. We will also prepare a simple leaflet of the full programme to Christmas. HOWEVER, the leaflet will make clear that events after November 1st are "subject to funding". We will seek a sponsor for the October events drawing from the various firms at the Greening Day. We need £250. Their name / logo can go on the leaflets.

Once CCF funding is agreed, that will be used to pay for the November events and to start a bigger PR campaign.

Programme

6th October – Cromarty – Age of Stupid

27th October – Culbokie – A Crude Awakening

10/11/12 Nov – North Kessock – Age of Stupid

24/25/26 Nov – Resolis Hall – Power of Community

Dec - during Copenhagen conference – Fortrose – talk / broadcast

We would like to include an Open Space event in the programme – possibly before Christmas – but only if we can organise it well. 21st Nov was tentatively pencilled in. Transport would be a good topic. Wendy has contact with David Spaven as a possible speaker and will take soundings. We might want to invite an experienced Open Space organiser the first time we do this.

Summary of Action

Maggie to book halls

Wendy to investigate Mission hall in North Kessock

Wendy to seek sponsorship

All to find mc for 1st film (John?)

Wendy to prep leaflets

Penny to speak to Teen about PR

3) Black Isle Gathering

Wendy will make up a new updated panel for the display – not to be laminated.

Penny will find out what books Anne has for sale

Vanessa will ask for suggestions on the e-group for ideas for practical interesting things that we can ask people to get involved in at our stand.

Wendy made a suggestion for a demonstration involving string, dressing up and fun. We will try it at the next meeting. **Penny** will try to book a demonstration opportunity

4) Membership

We need to sort out a system of membership – preferably in time for BIG. Wendy, Sue and John will meet to discuss.

5) Web Site

All agreed with Teens suggestions of getting on with a temporary Spanglefish web site without ads. This will need to come out of our own funds.

6) Next meeting

Some time over the weekend of 19th / 20th Sept to organise films and PR.

Maggie will check availability.

PE 080909